CHOCOPOWER



Properties list:

end-user packaging
concept
confectionery and sweetness
chocolate
other shapes
cardboard and paper
ironic
unusual visual association
unusual structural association
identity by shape
single product
identity by typography
identity by colour

This packaging idealized and designed by Odoardo Fioranvanti use efficiently and on its advantage the Duracell AA batteries renamed packaging. Wide known by everyone, Duracell symbolise energy and quality; interesting values that can use this chocolate product. made by Costruttori di dolcezze, Eurochocolate. As the company explained, choco power is a modern way to offer chocolate, it actualises a makes original an almost traditional and banal food.

Reference:

Credits:

Country: Italy Year: 2007

Designer: Odoardo Fioravanti

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